



DELHI MANAGEMENT ASSOCIATION

Presents

WORKSHOP

on

**ACHIEVING SUCCESS THROUGH EFFECTIVE
BUSINESS COMMUNICATION**

7th March, 2018

India Habitat Centre, Lodhi Road, New Delhi.

*A man is as alive as he can communicate.
He is as dead as he can't communicate.*

- L. Ron Hubbard



***Come and find out in the interactive DMA workshop
on how Communication can make you more alive***

DMA is very pleased to announce a Workshop on 'Achieving Success Through Effective Business Communication' on 7th March, 2018. As most business leaders will agree, good communication skills are fundamental to achieving success in business. Robust communication not only grabs attention of your audience, but also persuades and influences them to accept and adopt your ideas, services, products, proposals and even your vision and dreams! A few are born with the natural knack for effective communication, but the vast majority of successful communicators actually learn the tools and tricks to reach the pinnacle of success. The learning process however needs to be focused and purposive. This workshop has been designed to meet these specific needs. Participants will receive access to a wide range of tools to help them improve their written and verbal communication skills, along with opportunities to practice these.

This practice-oriented skill development program has been designed to equip the participants with a scientific and systematic approach to effective, clear, crisp and concise communication. After undergoing this result-focused program, participants should be able to:

- ***Make better impression on the audience in the first instance;***
- ***Articulate his/her views more clearly to convey the message effectively;***
- ***Gain confidence in giving/receiving feedback to colleagues successfully;***
- ***Gain expertise in managing meetings, and***
- ***Achieve desired results with stronger skills in written and verbal communication.***

Program Contents & Coverage:

The Program will cover basic as well as finer aspects of written and verbal communication that will significantly contribute to achieving excellence. It will provide useful techniques, guidelines and practice for achieving qualitative competence. It will broadly cover:

➤ The Science of Written Communication

- Need, purpose and significance of writing skills
- Challenges of writing
- The hallmark of good writing
- Understanding the elements of prose
- Crafting sentences: ideal length, structure and construction
- Mastering grammar: The science of written communication
- Use of punctuation for clarifying what you mean

➤ Building Blocks of Powerful Writing

- Clarifying some common myths about 'Good Writing'
- Expanding Your vocabulary: how to learn new words
- A B C of writing: 'Accuracy', 'Brevity', 'Clarity'
- Basic types of writing and their uses
- Organizing thought patterns – defining purpose / intended effect
- Processes involved in writing: 'Planning, Writing and Editing'
- Proofreading, editing and finishing
- Avoiding common pitfalls, jargon, clichés and trite

➤ **Practical Exercises in Improving Your Writing Skills**

- Business letters
- E-Mail Writing
- Report Writing
- Writing Accurate Minutes

➤ **Essentials for effective verbal communication**

- Essentials of verbal communication
- Characteristics of good speakers
- Rules for effective verbal communication
- Use and abuse of body language
- Understanding personality types
- Giving and receiving feedback
- Active listening
- Making sales calls
- Managing/Participating in meetings
- Negotiation skills – individual and group
- Preparing and making presentations

Programme Facilitators

Ms. Moutushi Sengupta

Country Director
MacArthur Foundation



Moutushi oversees the Foundation's India Office, which provides grant making to civil society organizations in Population and Reproductive Health and Girls' Secondary Education.

Prior to joining MacArthur in April 2013, she worked with Oxfam India, a rights-based organization that fights poverty and injustice. As Director – Programmes and Advocacy for Oxfam India, Moutushi led the process of developing and making operational the vision and strategy for programme management. Before Oxfam, Moutushi worked with the Department for International Development (DFID) in India for over 15 years. During her stint with DFID, she worked on a diverse portfolio of programs and projects across the country, including livelihoods promotion, health, rural development, financial and governance reforms and enterprise development.

Moutushi holds an MBA (University Gold Medallist) degree from the Punjab University and an M.Sc. degree in Applied Environmental Economics from the Imperial College of the United Kingdom. She has been visiting faculty with the Symbiosis Institute of International Business, teaching post-graduate course on financial services for the rural poor.

Dr. Timira Shukla

Professor and Dean-Academics
Jaipuria School of Business



Dr. Timira Shukla holds Master Degree in MBA with specialization in Marketing and a PhD degree. She has over 27 years of experience in teaching, research and consulting. She is actively engaged in planning, designing and delivering training modules to develop a skilled workforce. Her approach is simple, but well thought. She has the unique advantage of being able to conduct training workshop for all the levels of the organization. Her Articles, Research Papers and Case Studies were published in acclaimed journals at National and International level. Currently Dr. Shukla is Professor and Dean-Academics in Jaipuria School of Business. She is an active member of DMA and a visiting faculty for a number of management development programmes.

About Delhi Management Association (DMA)

DMA is a Centre of Management Excellence to facilitate individuals and organizations to realize true potential through superior Management Practices. Established in the year 1955, Delhi Management Association (DMA) is a premier professional body devoted to evolving and disseminating latest management principles & practices and acts as a “Think Tank”. DMA is a non-profit and autonomous entity which focuses on providing a wide range of services aimed at enhancing managerial effectiveness in the broad sphere of business management activities.

DMA is founded on the belief that good management achieves social objectives through the best use of material, human energy and time and with satisfaction for the participants and the public. The association has a distinguished membership with professionals from Govt., PSUs, Corporate, Private Organizations and Academic Institutions.

Administrative Details

Date : 7th March 2018 (Wednesday)
Registration : 9.30 a.m.
Programme Timing : 10:00 a.m. to 5.00 p.m.
Venue : India Habitat Centre, Lodi Road, New Delhi

Participation Fee: (per participant)

Rs. 4,000/- for Members of DMA/AIMA and LMAs

Rs. 5,500/- for Non-Members

Plus 18% GST extra

DMA GST No.07AAATD0225CSD1ZJ

(Participation Fee is inclusive of lunch, reading material and other expenses). Cheque/DD should be drawn in favour of **Delhi Management Association**. Once the registration of a nominee is confirmed and he or she is unable to attend the programme, the fee is non-refundable. However, participation by a substitute for the programme shall be allowed.

Each participant will be awarded a certificate of participation at the end of the course.

Please fill in the registration form and send it to:

Mrs. Omana Mathews
Officer- Admin & Membership

Ms. Ankita Arora
Accounts Executive

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